App Name Lists

Creating an App Name List

To create a new app name list go to the App Names Lists tab of the Targeting page and then click "+App Name List".

After entering the name and description of the app list, you can add app names in two ways: enter them in the text box or upload a CSV file. You have the option to append apps to an already created list, replace the entire list that is already there, or remove selections from a list. Also useful is the ability to match to names in the list either by exact or partial match. If Partial match logic is selected, then app names that contain at least part of a specified app name will pass targeting.

Applying an App Name List

If you choose In-app or CTV as your environment type when setting up a supply or demand tag, you will be able to use an app name list. You can apply your app name lists in the targeting tab of any object in SpringServe. You can apply an unlimited amount of lists to a single object. Note: You could do a combination of white list and blacklist with app lists and bundle lists. When doing that you narrow your target to what is true in BOTH the app name and bundle name.

Downloading, Editing, and Deleting App Name Lists

Once you have created your App Name lists they will appear in your App Name Lists page under targeting. By using the icons in the far right column, you could download, edit and delete App Name Lists. You could also Edit a list by clicking on its name.

When editing an existing App Name list, you can remove all app names or download the current list. You also have the option enter a list of comma or newline separated apps to append to, replace, or remove from the domain list. These actions can also be done with an uploaded CSV file.